

Subject: Ideas to Help Support the Wednesday Farmer's Market
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Here is a list of some of the ideas we discussed to support the Wednesday Farmer's Market. I thought I'd better write it down so we can get more focused on doing something.

1. Get City to waive park use fee. This is a savings of about \$175 / week.
2. Secure private loans / grants for negative cash flow (i.e. operating costs).
3. Change Vitalization's structure from a 501c4 to 501c3. This will make Vitalization a true, charitable non-profit and enhance its ability to secure additional financial support. I am quite certain that this structural change would result in short term financial support.
4. Explore the idea that WTC BID could return Vitalization's past contribution for landscape lighting. (I'm not sure if the amount was \$5,000 or \$10,000).
5. Expand the WTC BID to the Lincoln Village area asap so that BID support of the Wednesday Farmer's Market can be formalized.

Did I forget any of the ideas we discussed? Let me know.

Thanks Les.